

MSM

FALL

MKT 600: Marketing Management

This course is designed to introduce the role of marketing function in an organization, the types of marketing decisions and analytical procedures involved in making decisions, the overall marketing planning process, and the impact of the social, economic, and legal environment on marketing decisions.

MKT 610: Consumer Insights

The course covers a broad range of theories, frameworks, concepts, and tools to truly get into the hearts, minds, and brains of consumers and uncover insights that are relevant for business and policy. Topics include: how consumers make decisions, how to uncover consumers' true motivations using both qualitative and psychophysiological methods, needs and wants, unconscious drivers on consumer behavior (e.g., social influence and evolutionary forces), feelings and emotions in consumer behavior, how consumers' minds work (e.g., how to attract their attention, how consumers perceive things, how to influence their memories, and cultural determinants of consumer behavior.)

MKT 615: Marketing Communications and Social Media

Students will learn to integrate marketing communication elements (e.g., advertising, public relations, publicity, sales promotion, event marketing, direct marketing, e-communication, and selling) to advance an organization's success and brand equity. Students will also learn how to manage a brand on social media and develop a comprehensive social media strategy. Through lecture, discussions, and case studies, students will learn to develop various communication and social media strategies for specific industries.

MKT 622: Personal Selling and Sales Management

This course focuses on understanding and solving customer problems. Additional topics include prospecting, overcoming objections, and obtaining commitment. These concepts will be reinforced by extensive role playing of various real-life sales situations. In terms of sales management, the course will cover key aspects of sales force recruitment, selection, training, compensation, performance appraisal, and territory allocation.

MKT 625: Branding

This course provides an overview of key strategic branding decisions faced by organizations. Students will learn how to address important issues in planning and evaluating brand strategies, provide the appropriate theories, models and tools to make better branding decisions; and learn how to apply these principles. Particular emphasis is placed on understanding psychological principles at the customer level that will improve managerial decision-making regarding brands.

SPRING

MKT 601: Marketing Research

MKT 601 entails a vigorous examination of research methodology applicable to marketing situations. Emphasis is placed on experimental design, survey design and administration, and analytical procedures. Practical application of marketing research is stressed. Legal and social issues are also examined.

MKT 611: New Product Development

An examination of how firms manage the new product development or service process. Topics covered include ideation, screening, design and prototyping, product portfolio management, new product launch and product acceptance. This course will include a capstone project.

MKT 620: Digital Marketing and Analytics

The course examines digital marketing strategy, implementation and executional considerations for brands and provides a detailed understanding of all digital channels and platforms. Participants will complete the course with a comprehensive knowledge of and experience with how to develop an integrated digital marketing strategy, from formulation to implementation. Students will use web analytics to make data-informed decisions leading to the optimization of an organization's digital system and supporting business processes.

MKT 629: Marketing Analytics and Data Visualization

This course provides students with an understanding of the role of marketing analytics in making key marketing decisions. It covers methods geared towards understanding consumers, such as segmentation, cluster, and customer lifetime value analysis, and those geared towards assessing the effectiveness of the marketing-mix. In addition, the class focuses on skills involving visualizing data to convey information to marketing decision-makers.

MKT 651: Corporate Social Responsibility

The course explores the dimensions of the social and environmental responsibilities of business. Far from a course in philosophy, this course is grounded in the realities of the for-profit enterprise. We will explore the relationship between CSR and business performance, and how CSR can create value for a range of stakeholders and, subsequently, the firm

INTERESTED IN PART-TIME?

Contact Leslie Vincent to develop a personalized plan!